

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 TRSE-00 XMB-02 PA-01 PRS-01
USIA-06 CIAE-00 INR-07 NSAE-00 L-03 /041 W
-----281538Z 086051 /43

R 281010Z JAN 77
FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 3576
INFO AMCONSUL LENINGRAD
USMISSION NATO
USDOC WASHDC

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E.O. 11652: NA
TAGS: ETRD, EGEN, UR
SUBJECT: RENEWED EMPHASIS ON IMPROVED PRODUCTION FOR EXPORT MARKETS

REF: 76 MOSCOW 16846

BEGIN UNCLASSIFIED.

SUMMARY. ARTICLE ON SOVIET FOREIGN TRADE IN JAN 26 PRAVDA
HAS RENEWED THE CALL FOR SOVIET INDUSTRY TO PRODUCE BETTER
QUALITY GOODS FOR FOREIGN MARKETS. END SUMMARY

1. ACCORDING TO THE AUTHOR, CANDIDATE OF ECONOMIC SCIENCES
V. PANCHENKO, THE PRIMARY TASK, AT PRESENT, IS TO IMPROVE THE
MANAGEMENT OF FOREIGN ECONOMIC RELATIONS AND ATTAIN THE MOST
COMPLETE AND GOAL-ORIENTED USE OF MATERIAL, FINANCIAL AND
LABOR RESOURCES ALLOTTED TO THIS SECTOR. IN PARTICULAR,
THIS MEANS IMPROVING THE STRUCTURE AND BALANCE OF FOREIGN
TRADE, AND ORIENTING PRODUCTION TOWARD GOODS WHICH SATISFY
FOREIGN DEMAND.

2. WHILE CONTENDING THAT FINISHED PRODUCTS ARE ASSUMING
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GREATER IMPORTANCE IN SOVIET EXPORTS, PANCHENKO ACKNOWLEDGES
THAT RAW MATERIALS AND SEMI-MANUFACTURES WILL CONTINUE TO
PLAY AN IMPORTANT ROLE IN SOVIET EXPORTS OVER THE NEXT SEVERAL
YEARS. ACCORDINGLY, HE STATES IT IS IMPORTANT TO INCREASE
EXPORTS OF THE MOST PROFITABLE RAW MATERIALS, TO MOVE FROM
EXTENSIVE TO INTENSIVE EXPORT GROWTH, AND TO PROVIDE FOR
PROCESSING OF RAW MATERIALS IN ORDER TO INCREASE THE VALUE

OF THE EXPORTED PRODUCT.

3. PANCHENKO CALLS FOR GREATER INITIATIVE ON PART OF PLANT MANAGEMENT, TECHNICAL AND SUPERVISORY WORKERS TO IMPROVE THEIR PRODUCT AND LEARN TECHNICAL CHARACTERISTICS OF BEST FOREIGN MODELS. TRAINING OF ENGINEERING-TECHNICAL PERSONNEL AND IN ORGANIZATION OF PRODUCTION MUST BE IMPROVED. HE ARGUES - NOT VERY PERSUASIVELY - THAT A GRADUAL TRANSITION TO STANDARDIZATION OF PRODUCTION FOR BOTH INTERNAL AND EXTERNAL MARKETS WOULD IMPROVE QUALITY AND HENCE INCREASE COMPETITIVENESS OF SOVIET EXPORTED MANUFACTURED PRODUCTS. FINALLY, THE AUTHOR REMINDS READERS THAT IN ORDER TO INCREASE AVAILABILITY OF DESIRABLE IMPORTED PRODUCTS, SOVIET UNION MUST EXPORT MORE HIGH-QUALITY GOODS. END UNCLASSIFIED.

4. COMMENT: THIS IS FIRST ARTICLE WE HAVE SEEN RECENTLY DEVOTED TO TOPIC OF PRODUCTION FOR EXPORT. THIS SUBJECT HAD BEEN DISCUSSED IN BREZHNEV'S REPORT TO THE 25TH PARTY CONGRESS IN MARCH. RECOGNITION IS NOT NEW THAT QUALITY OF SOVIET PRODUCTS MUST BE RAISED IF THEY ARE TO BE ACCEPTED ON WESTERN MARKETS, BUT ARTICLE PROVIDES NO CLUE AS TO HOW THIS SHOULD BE ACCOMPLISHED. IN PRACTICE, PARTICIPATION IN "INDUSTRIAL COOPERATION" AND COMPENSATION PROJECTS SEEM TO OFFER BEST PROSPECTS FOR SOVIETS TO SELL MANUFACTURED GOODS FOR HARD CURRENCY OR FOR WESTERN PRODUCTS. GREATER DIRECT PARTICIPATION BY THE INDUSTRIAL MINISTRIES IN SOVIET EXPORT, WHICH APPEARS TO BE ON THE HORIZON, MAY CONTRIBUTE TO THIS RESULT. TOON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, TRADE, PRODUCTION, INDUSTRY, FOREIGN RELATIONS
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 MOSCOW 16846
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 11-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3662519
Secure: OPEN
Status: NATIVE
Subject: RENEWED EMPHASIS ON IMPROVED PRODUCTION FOR EXPORT MARKETS
TAGS: ETRD, EGEN, UR
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/b3f45cdd-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009